

CLAIMS

We claim:

1. A method of providing a money-back guarantee for a transaction in a network-based marketplace, the method including:

receiving, over a network, a reimbursement request against the money-back guarantee for an eligible transaction;

responsive to receiving the reimbursement request, verifying the reimbursement request is eligible for the money-back guarantee; and

electronically reimbursing a buyer a predetermined amount associated with the eligible transaction and the money-back guarantee.

2. The method of claim 1, including determining if a seller is eligible to offer the buyer the money-back guarantee.

3. The method of claim 2, including offering the seller an option to offer the buyer the money-back guarantee if the seller is eligible.

4. The method of claim 3, including providing a seller interface for the seller to choose whether the money-back guarantee is offered on the eligible transaction.

5. The method of claim 1, including verifying that the eligible transaction is eligible for the money-back guarantee.

6. The method of claim 5, wherein the verifying includes determining that a transaction amount associated with the eligible transaction does not exceed a predetermined threshold.

7. The method of claim 5, wherein the verifying includes determining that a transaction occurred within a predetermined timeframe.

8. The method of claim 1, including providing a guarantee interface for the buyer to activate the money-back guarantee associated with the eligible transaction.

9. The method of claim 8, including collecting a fee from the buyer for activating the money-back guarantee, wherein the fee is in addition to the associated transaction cost.

10. The method of claim 9, including calculating the fee base upon a predetermined percentage of the transaction amount plus a flat fee.

11. The method of claim 9, including receiving payment from the buyer for the money-back guarantee and the associated transaction cost and responsive to receiving the payment, generating a transaction identification number.

12. The method of claim 1, including providing a reimbursement request interface for the buyer to submit the reimbursement request against the money-back guarantee associated with the eligible transaction.

13. The method of claim 1, wherein the reimbursement request includes a transaction number, date of transaction, reason for the request, and type of item associated with the request.

14. The method of claim 1, wherein the verifying of the reimbursement request includes verifying the eligibility of the transaction and seller for the money-back guarantee and verifying the buyer paid for the money-back guarantee.

15. The method of claim 1, including reimbursing the buyer if an item associated with the eligible transaction is alleged to be defective.

16. The method of claim 1, including reimbursing the buyer if an item associated with the eligible transaction is not received by the buyer.

17. The method of claim 1, including reimbursing the buyer if an item associated with the eligible transaction is unwanted.

18. The method of claim 1, wherein the eligible transaction is an online transaction using the Internet.

19. The method of claim 18, wherein the online transaction is associated with an online auction.

20. The method of claim 18, wherein the online transaction is a fixed price transaction.

21. The method of claim 1, wherein the network-based marketplace supports transactions between a plurality of sellers and a plurality of buyers.

22. A system to provide a money-back guarantee for a transaction in a network-based marketplace, the system including:

a reimbursement request module to receive, over a network, a reimbursement request against the money-back guarantee for an eligible transaction;

a reimbursement verification module, responsive to receiving the notification from the reimbursement request module, to verify the reimbursement request is eligible for the money-back guarantee; and

a disbursement module, responsive to receiving verification the reimbursement request is eligible, to electronically reimburse a buyer a predetermined amount associated with the eligible transaction and the money-back guarantee.

23. The system of claim 22, including a seller verification module to determine if a seller is eligible to offer a buyer the money-back guarantee.

24. The system of claim 23, including a seller interface module to offer the seller an option to offer buyers the money-back guarantee if the seller is eligible.

25. The system of claim 24, wherein the seller interface module is to provide a seller interface for the seller to choose whether the money-back guarantee is offered on all eligible transactions.

26. The system of claim 22, wherein the transaction verification module is to verify that the transaction is eligible based upon the transaction amount not exceeding a predetermined threshold.

27. The system of claim 22, wherein the transaction verification module is to verify the transaction is eligible based upon the transaction occurring within a predetermined timeframe.

28. The system of claim 22, including a buyer interface module to provide a guarantee interface for the buyer to activate the money-back guarantee associated with the eligible transaction.

29. The system of claim 28, including a transaction module to collect a fee from the buyer for activating the money-back guarantee, wherein the fee is in addition to the associated transaction cost.

30. The system of claim 29, wherein the transaction module is to calculate the fee base upon a predetermined percentage of the transaction amount plus a flat fee.

31. The system of claim 29, wherein the transaction module is to receive payment from the buyer for the money-back guarantee and the associated transaction cost and to generate a transaction number in response to receiving the payment.

32. The system of claim 22, including a buyer interface module to provide a reimbursement request interface for the buyer to select the money-back guarantee associated with the eligible transaction.

33. The system of claim 22, wherein the reimbursement request includes a transaction number, date of transaction, reason for the request, and type of item associated with the request.

34. The system of claim 22, wherein the reimbursement verification module is utilized to verify the reimbursement request is associated with the eligible transaction and the buyer paid a fee for the money-back guarantee.

35. The system of claim 22, wherein the reimbursement verification module is utilized to initiate reimbursement to the buyer if an item associated with the eligible transaction is defective.

36. The system of claim 22, wherein the reimbursement verification module is utilized to initiate reimbursement to the buyer if the buyer does not receive an item associated with the eligible transaction.

37. The system of claim 22, wherein the reimbursement verification module is utilized to initiate reimbursement to the buyer if an item associated with the eligible transaction is unwanted.

38. The system of claim 22, wherein the reimbursement request includes a transaction number, date of transaction, reason for the request, and type of item associated with the request.

39. The system of claim 22, wherein the eligible transaction is an online transaction using the Internet.

40. The system of claim 39, wherein the online transaction is associated with an online auction.

41. The system of claim 39, wherein the online transaction is a fixed price transaction.

42. A machine readable medium storing a set of instructions that, when executed by a machine, cause the machine to:

receive notification over a network indicating the reimbursement request;
responsive to receiving the notification, verify the reimbursement request is eligible for the money-back guarantee; and
electronically reimburse the buyer a predetermined amount associated with the eligible transaction and the money-back guarantee.

43. A system to discharge a liability owed to a buyer and stored in a first proprietary currency, the system including:

a first means for receiving notification over a network indicating the reimbursement request;

a second means for responding to receiving the notification, verifying the reimbursement request is eligible for the money-back guarantee; and

a third means for electronically reimbursing the buyer a predetermined amount associated with the eligible transaction and the money-back guarantee.